

## ORDER



**Orders**  
**Order / Rev:** 724237  
**Alt Order #:** 06390274  
**Product Desc:** ROMNEY FOR PRESIDENT  
**Estimate:** 61  
**Flight Dates:** 10/24/12 - 10/30/12  
**Original Date / Rev:** 10/23/12 / 10/25/12  
**Order Type:** Political

**Primary AE:** Aaron Ashe  
**Sales Office:** T-WAS  
**Sales Region:** NAT

**Agency Name:** American Rambler Productions/ POL  
**Buying Contact:** Stephanie Kincaid  
**Billing Contact:**  
 138 Conant Street  
 Beverly, MA 01915

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Romney, M/ R / President  
**Demographic:** A35+  
**Product Codes:** PL-Presidential  
**Priority:** P-3  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	74	\$134,150.00	\$114,027.50
10/29/12	10/30/12	38	\$61,700.00	\$52,445.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	74	\$134,150.00	\$114,027.50	0.00
November 2012	38	\$61,700.00	\$52,445.00	0.00
<b>Totals</b>	<b>112</b>	<b>\$195,850.00</b>	<b>\$166,472.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WTSP	10/29/12	10/30/12	M-F 6-7a 6-7a 10 News	CM	6-7a	MT-----	:30	4	\$350.00	P-3	0.00	NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/29/12	11/04/12	MT-----		4			\$350.00			0.00			
2	WTSP	10/24/12	10/26/12	M-F 6-7a 6-7a 10 News	CM	6-7a	--WTF--	:30	6	\$350.00	P-3	0.00	NM	6	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	--WTF--		6			\$350.00			0.00			
3	WTSP	10/29/12	10/30/12	CBS This Morning CBS This Morning	CM	7-9a (7:00 AM-8:00 AM)	MT-----	:30	4	\$400.00	P-3	0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/29/12	11/04/12	MT-----		4			\$400.00			0.00			
4	WTSP	10/24/12	10/26/12	CBS This Morning CBS This Morning	CM	7-9a (7:00 AM-8:00 AM)	--WTF--	:30	6	\$400.00	P-3	0.00	NM	6	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	--WTF--		6			\$400.00			0.00			
5	WTSP	10/24/12	10/26/12	CBS This Morning CBS This Morning	CM	7-9a (8:00 AM-9:00 AM)	--WTF--	:30	6	\$400.00	P-3	0.00	NM	6	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	--WTF--		6			\$400.00			0.00			
6	WTSP	10/29/12	10/30/12	CBS This Morning CBS This Morning	CM	7-9a (8:00 AM-9:00 AM)	MT-----	:30	4	\$400.00	P-3	0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			

Order / Rev: 724237  
 Alt Order #: 06390274  
 Flight Dates: 10/24/12 - 10/30/12

Advertiser: Romney, M/ R / President  
 Product Desc: ROMNEY FOR PRESIDENT  
 Estimate: 61  
**WTSP-TV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6	WTSP	10/29/12	10/30/12	CBS This Morning CBS This Morning	CM	7-9a (8:00 AM-9:00 AM)	MT-----	:30	4	\$400.00	P-3	0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	MT-----		4			\$400.00			0.00			
7	WTSP	10/24/12	10/26/12	M-F 9-930a 10 News, 9a 10 News, 9am	CM	9-9:30A	--WTF--	:30	3	\$200.00	P-3	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	--WTF--		3			\$200.00			0.00			
8	WTSP	10/29/12	10/30/12	M-F 9-930a 10 News, 9a 10 News, 9am	CM	9-9:30A	MT-----	:30	2	\$200.00	P-3	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	MT-----		2			\$200.00			0.00			
9	WTSP	10/24/12	10/26/12	Price Is Right Price Is Right	CM	11a-12p	--WTF--	:30	3	\$1,600.00	P-2	0.00	NM	3	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	--WTF--		3			\$1,600.00			0.00			
10	WTSP	10/29/12	10/30/12	Price Is Right Price Is Right	CM	11a-12p	MT-----	:30	2	\$1,600.00	P-2	0.00	NM	2	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	MT-----		2			\$1,600.00			0.00			
11	WTSP	10/29/12	10/30/12	M-F 12-1230p 10 News @ Noon	CM	12-1230p	MT-----	:30	2	\$900.00	P-3	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	MT-----		2			\$900.00			0.00			
12	WTSP	10/24/12	10/26/12	M-F 12-1230p 10 News @ Noon	CM	12-1230p	--WTF--	:30	3	\$900.00	P-3	0.00	NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	--WTF--		3			\$900.00			0.00			
13	WTSP	10/29/12	10/30/12	Y&R Young and the Restless	CM	1230-130p	MT-----	:30	2	\$1,400.00	P-2	0.00	NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	MT-----		2			\$1,400.00			0.00			
14	WTSP	10/24/12	10/26/12	Y&R Young and the Restless	CM	1230-130p	--WTF--	:30	3	\$1,400.00	P-2	0.00	NM	3	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	--WTF--		3			\$1,400.00			0.00			
15	WTSP	10/24/12	10/26/12	M-F 4-5p Dr. Phil	CM	4-5p	--WTF--	:30	3	\$800.00	P-3	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	--WTF--		3			\$800.00			0.00			
16	WTSP	10/29/12	10/30/12	M-F 4-5p Dr. Phil	CM	4-5p	MT-----	:30	2	\$800.00	P-3	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	MT-----		2			\$800.00			0.00			
17	WTSP	10/29/12	10/30/12	M-F 5-530p 5-530p 10 News	CM	5-530p	MT-----	:30	4	\$550.00	P-3	0.00	NM	4	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	MT-----		4			\$550.00			0.00			
18	WTSP	10/24/12	10/26/12	M-F 5-530p 5-530p 10 News	CM	5-530p	--WTF--	:30	6	\$550.00	P-3	0.00	NM	6	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	--WTF--		6			\$550.00			0.00			
19	WTSP	10/29/12	10/30/12	M-F 530-6p 10 News at 530p	CM	530-6p	MT-----	:30	2	\$550.00	P-3	0.00	NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	MT-----		2			\$550.00			0.00			
20	WTSP	10/24/12	10/26/12	M-F 530-6p 10 News at 530p	CM	530-6p	--WTF--	:30	3	\$550.00	P-3	0.00	NM	3	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			

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 Alt Order #: 06390274  
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Advertiser: Romney, M/ R / President  
 Product Desc: ROMNEY FOR PRESIDENT  
 Estimate: 61  
**WTSP-TV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
20	WTSP	10/24/12	10/26/12	M-F 530-6p 10 News at 530p	CM	530-6p	-- WTF--	:30	3	\$550.00	P-3	0.00	NM	3	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	-- WTF--		3			\$550.00			0.00			
21	WTSP	10/29/12	10/30/12	M-F 6-630p 6-630p 10 News	CM	6-630p	MT-----	:30	4	\$1,000.00	P-3	0.00	NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/29/12	11/04/12	MT-----		4			\$1,000.00			0.00			
22	WTSP	10/24/12	10/26/12	M-F 6-630p 6-630p 10 News	CM	6-630p	-- WTF--	:30	6	\$1,000.00	P-3	0.00	NM	6	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	-- WTF--		6			\$1,000.00			0.00			
23	WTSP	10/29/12	10/30/12	LN (M-F) LN (M-F)	CM	M-F 11-1135p	MT-----	:30	2	\$2,000.00	P-3	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/29/12	11/04/12	MT-----		2			\$2,000.00			0.00			
24	WTSP	10/24/12	10/26/12	LN (M-F) LN (M-F)	CM	M-F 11-1135p	-- WTF--	:30	3	\$2,000.00	P-3	0.00	NM	3	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	-- WTF--		3			\$2,000.00			0.00			
25	WTSP	10/29/12	10/29/12	Mon Prime C Hawaii Five-0	CM	Mon 10-11p	M-----	:30	1	\$7,000.00	P-3	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/29/12	11/04/12	M-----		1			\$7,000.00			0.00			
26	WTSP	10/30/12	10/30/12	Tue Prime A NCIS	CM	Tue 8-9p	-T-----	:30	2	\$10,000.00	P-3	0.00	NM	2	\$20,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/29/12	11/04/12	-T-----		2			\$10,000.00			0.00			
27	WTSP	10/30/12	10/30/12	Tue Prime B NCIS: Los Angeles	CM	Tue 9-10p	-T-----	:30	1	\$9,000.00	P-3	0.00	NM	1	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/29/12	11/04/12	-T-----		1			\$9,000.00			0.00			
28	WTSP	10/24/12	10/24/12	Wed Prime C CSI: Crime Scene Investigation	CM	Wed 10-11p	--W----	:30	1	\$9,000.00	P-3	0.00	NM	1	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	--W----		1			\$9,000.00			0.00			
29	WTSP	10/26/12	10/26/12	Fri Prime A NCIS	CM	Fri 8-9p	----F--	:30	1	\$6,000.00	P-3	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	----F--		1			\$6,000.00			0.00			
30	WTSP	10/27/12	10/27/12	Sat 6-8a 10 News, 6am Saturday	CM	Sat 6-8a	-----S-	:30	2	\$150.00	P-3	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S-		2			\$150.00			0.00			
31	WTSP	10/27/12	10/27/12	Sat 8-10a CBS This Morning Saturday	CM	Sat 8-10a	-----S-	:30	2	\$300.00	P-3	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S-		2			\$300.00			0.00			
E 32	WTSP	10/27/12	10/27/12	NCAA Football Pre-Game NCAA Football Pre-Game	CM	NCAA Football Pre-	-----S-	:30	2	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S-		2			\$1,000.00			0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WTSP	10/22/12-10/28/12	NCAA Football Pre-Game		NCAA Football Pr	-----Sa--	:30		<del>(\$1,000.00)</del>		0.00	NM		
				Credited											
33	WTSP	10/27/12	10/27/12	Florida Football Daytime Florida Football Daytime	CM	Florida Football D	-----S-	:30	2	\$10,000.00	P-3	0.00	NM	2	\$20,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S-		2			\$10,000.00			0.00			

